

**In the Claims**

Claims 1 to 8 (Cancelled)

9. (Previously presented) A system for influencing the actions of users of an interactive content-delivery system, comprising:

means for identifying probabilities of selection with respect to all selections offered by said interactive content-delivery system, and designating certain of said selections as low probability selections based on the identified probabilities; and

means for presenting users of said interactive content-delivery system with incentives based upon said probabilities, whereby said low probability selections receive higher-value incentives than selections having higher probability of selection than said low probability selections.

10. (Original) The system of claim 9, wherein said means for identifying includes at least:

means for estimating probabilities of selection for each possible selection offered by said interactive content delivery system if historical user data for said interactive content delivery system is unavailable.

11. (Original) The system of claim 10, wherein said means for identifying further comprises at least means for analyzing historical user data for said interactive content delivery system to identify probability of selection based on said historical user data.

12. (Original) The system of claim 11, wherein said means for analyzing historical user data comprises at least means for performing historical analysis of paths taken by users who have not been presented with incentives.

13. (Previously presented) The system of claim 11, wherein said means for analyzing historical user data is continually updated with new historical user data obtained after users of said interactive content-delivery system have been presented with incentives.

14. (Original) The system of claim 11, wherein said incentives are selected based on gaming theory and include both positive and negative incentives.

15. (Original) The system of claim 14, wherein said interactive content-delivery system comprises a web-based e-commerce site.

16. (Currently amended) A computer program product for influencing the actions of users of an interactive content-delivery system, comprising a computer-readable storage medium having computer-readable program code embodied in the medium, the computer-readable program code comprising:

computer-readable program code that when executed on a processor identifies probabilities of selection with respect to all selections offered by said interactive content-delivery system, and designating certain of said selections as low probability selections based on the identified probabilities; and

computer-readable program code that when executed on a processor presents users of said interactive content-delivery system with incentives based upon said probabilities, whereby said low probability selections receive higher-value incentives than selections having higher probability of selection than said low probability selections.

17. (Currently amended) The computer program product of claim 16, wherein said computer-readable program code that identifies probabilities of selection includes:

computer-readable program code that when executed on a processor estimates probabilities of selection for each possible selection offered by said interactive content delivery system if historical user data for said interactive content delivery system is unavailable.

18. (Currently amended) The computer program product of claim 17, wherein said computer-readable program code that identifies probabilities of selection further comprises computer-readable program code that when executed on a processor analyzes

historical user data for said interactive content delivery system to identify probability of selection based on said historical user data.

19. (Currently amended) The computer program product of claim 18, wherein said computer-readable program code that analyzes historical user data comprises at least computer-readable program code that when executed on a processor performs historical analysis of paths taken by users who have not been presented with incentives.

20. (Currently amended) The computer program product of claim 18, wherein said computer-readable program code that when executed on a processor analyzes historical user data is continually updated with new historical user data obtained after users of said interactive content-delivery system have been presented with incentives.

21. (Original) The computer program product of claim 18, wherein said incentives are selected based on gaming theory and include both positive and negative incentives.

22. (Original) The computer program product of claim 21, wherein said interactive content-delivery system comprises a web-based e-commerce site.